

Recommendations on Medicare Messages: Provide Context and Motivation

I. Overall Program Messages	Example	Suggested References and Publications
<i>Learn About Medicare.</i> Needs context to motivate the reader or viewer.	Learn about Medicare to make sure you get the care that's right for you. Call your _____ for more information.	<ul style="list-style-type: none"> • <i>Medicare & You</i>
<i>Medicare: More Help with Your Questions.</i> Needs context to motivate the reader or viewer (e.g., what should someone do to get more help?)	To get more help with your questions call 1-800-MEDICARE (1-800-633-4227). To get more help with your questions call your local SHIP at _____.	<ul style="list-style-type: none"> • <i>Your Medicare Benefits</i>
II. Specific Program Messages	Example	Suggested References and Publications
<i>You have many rights as a person on Medicare.</i> Requires either a list of key rights or referral information for those interested in finding out about them.	<i>You have many rights as a person on Medicare.</i> These rights include _____. If you have questions, or would like to know more, call _____ or refer to _____.	<ul style="list-style-type: none"> • <i>Medicare Patient Rights: Appeals and Grievances</i>
<i>Medicare covers many but, not all, of the medical services you need.</i> Reinforces what people already know but opens the door for potential complaints among those who feel more should be paid for. Present this with a list of what is covered or to refer inquiries to a designated information source.	<i>Medicare covers many but, not all, of the medical services you need.</i> If you have questions, or would like to know more, call _____ or refer to _____. <i>or...</i> The Original Medicare Plan does not cover...(see page 8 of the <i>Medicare & You</i> handbook, for details). <i>or...</i> Medicare Managed Care plans must cover all Part A and Part B health care. Some plans cover extras like prescription drugs. You can get more information on extra benefits by calling the managed care plan you are interested in.	<ul style="list-style-type: none"> • <i>Learning About Medicare Health Plans</i> • <i>Your Medicare Benefits</i> • <i>Medicare & You 2000</i>
<i>When Medicare covers a medical service, you may still have to pay part of the cost.</i> Reinforces what people already know but opens the door for potential complaints.	<i>When Medicare covers a medical service, you may still have to pay part of the cost.</i> For example, if you need durable medical equipment (wheelchair, hospital bed, oxygen, or walker) you pay 20 percent of the cost (see pages 5-7 of the <i>Medicare & You</i> handbook for more information).	<ul style="list-style-type: none"> • <i>Do You Need Help Paying Your Healthcare Costs?</i> • <i>Medicare Supplemental "Medigap" Policies</i> • <i>Learning About Medicare Health Plans</i>

II. Specific Program Messages	Example	Suggested References and Publications
<p><i>There are options for how you can get your health care through the Medicare program. It is important for you to understand these options so you can make the right individual choice.</i> Can confuse HMO participants, retirees in plan-specific arrangements, and others in areas that offer only traditional Medicare coverage. They should be accompanied by either a list of real options or some referral information.</p>	<p><i>There are options for how you can get your health care through the Medicare program. It is important for you to understand these options, so you can make the right individual choice.</i></p>	<ul style="list-style-type: none"> • <i>Learning about Medicare Health Plans</i> • <i>Understanding your Medicare Health Plan Choices</i> • <i>Worksheet for Comparing Health Plans</i>
<p><i>If you're happy with how you get Medicare now, you don't have to change.</i> Aim at Original Medicare (fee-for-service) beneficiaries, particularly those likely to be targeted by managed care direct marketing. Although relevant for all materials, it is critical to know your audience before delivering this message. If it's possible that plans will terminate in their area, do not use this message.</p>	<p><i>If you're happy with how you get Medicare now, you don't have to change.</i> The Original Medicare Plan is available everywhere in the United States; if you want to find out more about other options that might be available, call _____ or refer to _____.</p>	<ul style="list-style-type: none"> • <i>Learning About Medicare Health Plans</i> • <i>Understanding your Medicare Health Plan Choices</i> • <i>Your Medicare Benefits</i>
<p><i>No matter which option you choose, you are still a part of Medicare.</i> Aim at beneficiaries in a managed care program. Consider linking with other messages related to rights and responsibilities of participation in Medicare.</p>	<p><i>No matter which option you choose, you are still a part of Medicare.</i> You may have choices in how you get your health care. The Original Medicare Plan is available to all Medicare beneficiaries. If there are Medicare Managed Care plans in your area and you have Part A and Part B of Medicare, you may enroll in a Medicare Managed Care Plan.</p>	<ul style="list-style-type: none"> • <i>Learning About Medicare Health Plans</i> • <i>Understanding Your Medicare Health Plan Choices</i>